

**WHAT IS CLAIMED:**

1. A method for a handheld recommendation assistant, said method comprising:

reading, by a handheld device, <sup>90</sup> product information of a product from a product tag;<sup>22</sup>

retrieving consumer information through a connection to a consumer information storage device, said consumer information being associated with said product and being retrieved based at least in part on said product information, said consumer information including information about said product;

acquiring personal information of a user relevant to at least one aspect of said product; and

generating a product recommendation related to said product based at least in part on said personal information and said consumer information.

2. The method according to claim 1, wherein said product information includes a product identifier.

3. The method according to claim 1, wherein said product information includes a list of the ingredients of a product.

4. The method according to claim 1, wherein said product information includes a product size specification.

5. The method according to claim 1, wherein said product tag includes a bar code tag.

6. The method according to claim 1, wherein said product tag includes an RFID tag attached to the product.

7. The method according to claim 1, wherein said handheld device is capable of communicating with said consumer information storage device and generating said product recommendation.

8. The method according to claim 1, wherein said consumer information includes information about an alternative source for said product.

9. The method according to claim 1, wherein said consumer information includes tailored measurements of a clothing product.

10. The method according to claim 1, wherein said connection includes a network connection.

11. The method according to claim 1, wherein said consumer information storage device includes a local database stored on a medium.

12. The method according to claim 1, wherein said consumer information storage device has access to a database of a remote server.

13. The method according to claim 1, wherein said acquiring personal information includes acquiring said personal information entered through an interface on said handheld device.

14. The method according to claim 1, wherein said acquiring personal information includes retrieving said personal information stored in said handheld device.

15. The method according to claim 1, wherein said personal information includes personal tailoring measurements.

16. The method according to claim 1, wherein said personal information includes a color preference.

17. The method according to claim 1, wherein said generating a product recommendation comprises:

comparing said personal information and said consumer information to produce a comparison result;

identifying, based at least in part on said comparison result, at least one recommended product whose consumer information is consistent with said personal information; and

recommending said at least one recommended product via said handheld device to said user.

18. The method according to claim 1, further comprising:

storing said product information, in a machine-readable form, in said product tag; and

attaching said product tag, containing said machine-readable product information, to said product.

19. A system for a handheld recommendation assistant, said system comprising:

a handheld device configured to read product information of a product from a product tag and to access data over one or more connections, said handheld device being further configured to acquire personal information of a user relevant to at least one aspect of said product and to generate a product recommendation related to said product; and

a consumer information storage device including consumer information, said consumer information being associated with said product and being retrievable by said handheld device, over said one or more connections, based at least in part on said product information,

wherein said product recommendation is based at least in part on said personal information and said consumer information.

20. The system according to claim 19, wherein said consumer information storage device has access to a database of a remote server.

21. A handheld recommendation assistant, said assistant comprising:  
a scanner configured to read product information of a product from a  
5 product tag;  
a transceiver configured to acquire personal information of a user relevant to at least one aspect of said product, said transceiver being further configured to retrieve consumer information from a consumer information storage device based at least in part on said product information, said consumer information being associated with said product;  
10 and  
a recommendation generator configured to provide a product recommendation related to said product based at least in part on said personal information and said consumer information.

22. The assistant of claim 21, further comprising an interface configured to  
15 allow said user to input said personal information to said assistant.

23. The assistant of claim 21, wherein said product recommendation is determined by a remote server.

24. A computer-readable medium encoded with a plurality of processor-executable sequences for:

20 reading, by a handheld device, product information of a product from a product tag;

retrieving consumer information through a connection to a consumer information storage device, said consumer information being associated with said product and being retrieved based at least in part on said product information, said consumer  
25 information including information about said product;

acquiring personal information of a user relevant to at least one aspect of  
said product; and

generating a product recommendation related to said product based at least  
in part on said personal information and said consumer information.

5           25.    The computer-readable medium according to claim 24, wherein said  
generating a product recommendation comprises:

comparing said personal information and said consumer information to  
produce a comparison result;

10           identifying, based at least in part on said comparison result, at least one  
recommended product whose consumer information is consistent with said personal  
information; and

recommending said at least one recommended product via said handheld  
device to said user.